



Ascent

Spring/Summer 2008 / Volume 4: Issue 2

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President's message

Hello to all our new members – thank you for joining our Chapter! And Hello to our returning members – it's nice to see your familiar name on our roster.

Last December I renewed my STC annual membership for the seventh time. Each year I examine how much I've gained professionally through my association with STC, and each year I conclude that the benefits are substantial. The newsletters and magazines, development meetings, competitions, Special Interest Groups, Webinars and especially other STC members have all contributed to my success as a technical communicator. Besides, it is a pleasure to be associated with those who understand what I do for a living!

I've served on the Intermountain Chapter executive board for over five years, holding several positions at a time, when needed. I also serve on the boards of two Special Interest Groups. Perhaps the reason I gain so much from my STC membership is because of my active involvement. Through STC I've met some great people, most of whom also realize that they gain more from their membership by volunteering their services to the group.

I hope many of you become actively involved with our chapter in the coming year. I look forward to seeing you in our development meetings. As I turn the reins over to the new president, Karl Davis, I want you to know that it has been a pleasure serving as your president.

--- Ann Gordon, *Outgoing Chapter President & Southern Utah Rep*

Chapter Events

Content Reuse in MadCap Flare and MadPak Suite

Join us for our May Intermountain STC meeting!

When: May 22, 2008, 7:00 pm

Where: SLCC South City Campus, 1575 S. State St., Salt Lake City, Utah, Room W111 E.

Paul Pehrson shares his expertise with MadCap Flare and MadPak Suite. Come and see snippets, variables, and conditional text in action, and learn how these can be used across different projects, and even across multiple products in the suite.

The Year In Review

Well, folks, we're closing out another STC year with a super meeting schedule for Thursday, May 22. Paul Pehrson, a technical writer for Attensity Corporation in Salt Lake City, will speak on Content Reuse in MadCap Flare and MadPak Suite. See the website for further details and a copy of the meeting flyer. Hope you'll plan to join us for this last professional development meeting of the year.

In retrospect, this year's meetings have all been exceptional. Our only wish, for the majority of them, would have been to have more of you—our members—in attendance. The season opener, held at Weber State University featured our president, Ann Gordon, providing an excellent presentation on creating online resumes and portfolios.

Our October meeting featured Garrin Hess, CEO of Rapid Intake giving a demo presentation of their product, Flashform eLearning Studio. The November meeting, held at the SLCC South City Campus, featured Jack Molisani's talk entitled "eDiscovery, The Law and You" detailing the role of the technical communicator relative to a company's intellectual property.

In January, we introduced Rich Hopkins, an outstanding communicator and nationally known speaker talking about the characteristics of effective leaders. Attendees at this meeting, held at UVSC, included a number of students from my Advanced Technical Communication class. They were excellent, astute participants.

In February, we returned to the SLCC South City Campus, where we introduced a new, dynamic member of our chapter, Tom Johnson. Tom's presentation, "Blogging and Podcasting: Are You Doing It?" got all of us excited about how we can be a part of this new media age! In fact, Tom has been dubbed the chapter's "New Media Guru." You can check out Tom's blog, <http://www.IdRatherBeWriting.com>, for details on his many new media endeavors.

March found us in celebratory mode, hailing the accomplishments of the many Art, Online, and Publications competition award winners. Congrats to all those who garnered awards...and we wish you success as you continue your award winning documentation efforts! Watch the cyberways in late August, early September for information on next year's competition.

Our April meeting introduced another newcomer to our chapter leadership: Karl Davis, our president-elect, gave a stellar presentation on technical branding and messaging. My overwhelming impression of his talk was "gosh, we have a lot of responsibility as technical communicators in these corporate-level endeavors!" See the chapter website for Karl's handout and PowerPoint summary.

So, there you have it! Another great year of learning opportunities, courtesy of your Intermountain Chapter leadership and visiting experts in the field of technical communication.

Please plan to join us on May 22, at the SLCC South City Campus for Paul Pehrson's presentation on MadCap Flare. You can see the chapter website for a copy of the flyer and further details about Paul's presentation.

If you have a topic you'd like to see presented or if you would like to be a presenter for a professional development meeting for next year, please contact me, Marj Hermansen-Eldard (marjheldard@comcast.net). We are always looking

for timely, well-prepared presentations on topics of interest to our chapter membership.

Have a great summer!

— *Marj Hermansen-Eldard, Programs Committee Manager*

Connections Call for Positions

The STC is supported by volunteers who perform vital roles in the development of our programs, and communications. Please review the list of officers on the last page and note the number of OPEN positions.

The more individuals there are, the less work there is as the work can be spread among many instead of laid upon one. With "many" we have the ability to accomplish much in the development of the Intermountain STC and our ability to serve the needs of current and future technical communicators.

Please consider becoming a part of the Executive Board and Advisory Committee of the Intermountain STC this year.

We need YOU!

55th Annual STC Conference in June

The annual STC conference will be held June 1-4 in Philadelphia, Pennsylvania. In addition to demonstrations, mini-workshops, discussions, and progressions, the Technical Communication Summit includes a summit certificate program.

For more details, visit the STC website at <http://www.stc.org/55thConf/index.asp>

Member News

Kudos to our New Newsletter Editor, Susan McLain

Each year, the Provo-Orem Chamber of Commerce sponsors the Smoot awards. Prominent business and community leaders of Provo/Orem are honored for their service throughout the past year. The awards event will be held May 14th at the Provo City Library at Academy Square. Anyone in the community can submit a name to be honored for the following awards:

- Outstanding Citizen of the Year
- Businesswoman of the Year
- Businessman of the Year
- Entrepreneur of the Year
- Business Beautification Award
- Environmental Quality Award
- Outstanding Business-Education Partnership Award
- Business of the Year
- Small Business of the Year
- Community Service Award

- Chamber Chairman's Award
- Best Home-based Business of the Year

We would like to congratulate our new newsletter editor, Susan McLain, who will be honored with the Home-based Business of the Year award at the May 14th event. Susan's company, The Writing Way, a professional technical and marketing writing and graphic design company, provides technical and marketing writing, copywriting, graphic design services for companies of all sizes and marketing and advertising consulting for small businesses.

Congratulations, Susan, on this exceptional honor!

Contacts

2008 Executive Board and Advisory Council

STC-Intermountain Chapter 2008 Executive Board and Advisory Council		
Position	Name	Email
President-Elect	Karl Davis	karl@focus4creative.com
Vice-president	OPEN	
Immediate Past President	Ann Gordon	gordoncomputer@yahoo.com
Treasurer	Marj Hermansen-Eldard	marjheldard@comcast.net
Secretary	OPEN	
Education committee manager	OPEN	
Employment committee manager	OPEN	
Competitions committee manager	Marj Hermansen-Eldard	marjheldard@comcast.net
Membership committee manager	OPEN	
PR committee manager	OPEN	
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Programs committee manager	Marj Hermansen-Eldard	marjheldard@comcast.net
Website committee manager	Darren Bell	webmaster@intermountain-stc.org
Northern regional rep	Craig Walker	wal@inel.gov
Southern regional rep	Ann Gordon	gordoncomputer@yahoo.com